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Florida Nursery &amp; Landscape Co., Leesburg, Fla.

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# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. III

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NO. 7

## SIX GOOD WAYS TO PUT BEAUTY IN YOUR GARDEN



**IXORA COCCINEA.** Flame of the Woods. Favorite shrub for our section because it is attractive, colorful, and easy to grow. Valuable for foundation plantings, hedges, etc. Compact grower and heavy bloomer.

**Priced from 75c and up**



**THRYALLIS GLAUCA.** Provides thousands of yellow blossoms in terminal spikes all summer long; foliage olive green in summer, turning bronze in the winter months. Rapid grower, but is easily trimmed to shape.

**Only 75c and up**



**ALLAMANDA BROWN BUD HYBRID.** Attractive shining green foliage, and beautiful bright golden blossoms with a rich brown tint on outside of buds. Practically disease free, and blooms nearly all year. May be kept as shrub or trained to grow as vine. You'll love it!

**\$1.50 and up**



**RED CUPHEA** Improved strain of the old Cuphea hysopifolia with a more glossy foliage and larger flower of more vivid shade of rosy purplish red. The spreading growth and low height makes it valuable for use in planter boxes, ground cover, low borders, or for facers for taller shrubs. Will grow in semi-shade or sun.

**Only \$1.00 and up**



**CROTON.** Brilliant color range from creamy white and soft pinks thru deeper shades to dark maroon and deep green. Fascinating foliage of many forms and shapes, including spiral corkscrews, twisted foliage, etc. A wide selection from which to choose—you'll find your favorite!

**75c and up**



**CALADIUMS.** One of the most valuable bulbous plants widely used to add summer color because of the wide range of color combinations in the attractive heart-shaped leaves. Excellent for facers for taller shrubs, or for filling in bare spots in plantings. Very inexpensive and yet very showy. You'll certainly want some of these right away!

**3 plants for \$1.00, and up**



# OF COURSE YOU CAN PLANT IN THE SUMMER!

DON'T BE MISLED BY THE OLD MYTH THAT PLANTS SHOULD NOT BE MOVED DURING THE SUMMER; PERHAPS THAT WAS TRUE YEARS AGO, BUT MODERN METHODS OF GROWING AND PREPARING PLANTS FOR MARKET MAKE IT POSSIBLE TO PLANT ANY TIME IN THE YEAR! HERE ARE SOME REASONS WHY YOU CAN:

## CONTAINER GROWN PLANTS MOVE EASILY!

Trees, shrubs, vines, fruit trees—any plant grown in cans, tubs or pots move safely at any time. The roots are never disturbed, and they grow on, blooming.

## ROOT PRUNING IN FIELDS MAKE MOVING SAFER!

Progressive nurserymen have learned that root pruning of growing plants make root systems more compact; this prevents their losing much of the roots when taken up carefully and balled and burlapped.

## PLANTS GROW BETTER AND FASTER IN SUMMER!

Not only do plants put on more growth, but they increase their root systems in the summer. Plants add inches in size and spread—your investment increases immediately with dividends in larger plants and more bloom.

## PALMS ACTUALLY MOVE BETTER IN SUMMER!

The growing season causes them to put out new roots and fronds faster . . . they really become established more rapidly.

## GRASS SPREADS BETTER IN SUMMER!

We always recommend lawns be planted during the summer—both roots and top grow faster and more satisfactorily in the warm weather. A lawn planted in the summer will usually cover in 90 days!

## YOU HAVE MORE LEISURE TIME IN SUMMER!

The longer days, as well as the fact that you are less rushed, permit you to spend more time working in your garden. You'll enjoy it more, too!

## SELECT YOUR SUMMER FLOWERING PLANTS IN BLOOM!

You can select just the variety and color and size and get exactly the right effect with blooming plants . . . plant them today and enjoy the bloom immediately!

FLORIDA NURSERY IS PROUD OF THE WIDE VARIETY OF TREES, SHRUBS, VINES, PALMS, ETC. WHICH ARE AVAILABLE FOR YEAR-ROUND PLANTING. WHY NOT TAKE ADVANTAGE OF YOUR SUMMER LEISURE AND BEAUTIFY YOUR HOME NOW!



*Viburnum odoratissimum* is evergreen, hardy, and wonderful for foundation plantings, hedges, etc. The large, glossy dark green leaves are accented by fragrant white flowers in dense heads in early spring. *Viburnum* makes an attractive background for colorful shrubs—offer cold protection too!

**Priced \$1.50 up**



### ILlicium ANNISATUM

A handsome broadleaf evergreen shrub with aromatic anise odor when foliage is crushed. Flowers small, inconspicuous, creamy white. The dense growth habit makes Anise excellent for hedges, background plantings or for use in foundations. Easy to grow, and can be kept sheared to keep them the size you need.

**\$1.50 and up**



### PHILODENDRON SELLOUM

Tropical, yet hardy! Lush, self-heading bushy shrubs that have stood as low as 18 degrees with no damage. Not only fine for indoor plant boxes, or for tubbed specimen, but for patio or outside planter boxes. Attractive also for foundation plantings.

**\$2.00 and up**



### LIGUSTRUM LUCIDUM

One of the most popular shrubs for Florida. Very bushy, with dark waxy green leaves; blooms in spring, with panicles of creamy white flowers followed by bunches of black berries.

Used widely for hedges, foundation plantings and for specimen shrubs or small trees. Evergreen.

**\$1.50 and up**



### FLORIDA ORCHID TREE

The *Bauhinia* is called "Poor Man's Orchid" or Florida Orchid because it thrives well and blooms heavily. Easy to grow, it is one of the most attractive flowering trees for Florida! Plant one each of the purple and white flowering beauties and enjoy them each winter and spring when they bloom!

**Only \$1.00 and up**



### PITTOSPORUM TOBIRA

Lovely thick dark green leaves in rosettes along the stem. Flowers in dense terminal clusters, creamy white, and very fragrant. This shrub is very easy to grow, and is one of the few shrubs that will thrive on the beach—salt spray does not damage it at all! Wonderful for foundation, shrub border, or low hedge.

**\$1.50 and up**



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"MILLIONS OF PLANTS"



# PLANT your Air Conditioner

There are many ingenious ways for controlling climate on the averaged-sized house lot, as well as on the large estate or farm. By use of various planting devices you can make your house more comfortable both in the winter and summer. Climate control by planting can moderate temperatures in some instances up to 10 to 15° F., thus meaning the difference between comfort and discomfort.

A tree located to shade the west wall and roof from the hot afternoon sun will keep house temperatures more comfortable and may reduce wall and roof temperatures by as much



as 20 to 40°. This helps to eliminate the well-known "attic furnace." Rooftop temperatures of 140 degrees have been recorded.

Since the sun sets in the southwest in the winter, a tree planted as suggested above will not make your home cold at this season of the year.

A telephone call to our office will bring one of our expert landscape men who will help you decide on the right tree and the right location to give you the maximum pleasure and comfort.

### INSPECTION SERVICE AVAILABLE MONTHLY

For only \$5.00 per month we'll have one of our experienced men check your grounds thoroughly and mail you a written report as to his recommendations. Ask or write our office for an application blank.

## Questions You've Asked About FLORIDA GARDENING!

Q. I have something eating the tiny new leaves on my Azaleas. What should I use for spraying?

A. Probably this damage is due to thrip, lacebugs or leaf miners, and can be controlled by spraying with Isotox Garden Spray M.

\* \* \*

Q. Should my Poinsettias be pruned again? The branches are getting tall and I'd like them more compact.

A. Yes, you should cut your Poinsettias back quite severely—about half way—now. This will encourage more branches and assure you more flowers this winter. Also the stalks will be stronger to hold up the large flowers.

\* \* \*

Q. My petunias have been lovely this year, but are getting some sort of white substance on the foliage. Is there anything I can use to clear this off without ruining the tender foliage?

A. Yes, this probably is powdery mildew, and you can either dust them with Ortho Rose Dust, or spray them with Orthocide 50 fungicide. It may take two applications so don't be discouraged if one doesn't clear it completely.

## SPECIAL NOTICE

IF YOU WANT TO CONTINUE TO GET THIS BULLETIN REGULARLY PLEASE FILL IN THE ATTACHED POSTAGE-FREE CARD AND MAIL IT BACK TO US IMMEDIATELY. IF YOUR CARD IS NOT MAILED BACK, YOUR NAME WILL BE REMOVED FROM OUR LIST.

THIS CHECK IS NECESSARY IN ORDER TO MAKE SURE OUR PRESENT MAILING LIST IS CORRECT. THANKS.

Q. Is it safe to plant Azaleas this time of year? I have just finished construction of a fence, and would like to put in some Azaleas; however, a neighbor tells me they are transplanted only in the winter.

A. You certainly may transplant Azaleas now. Prepare your soil with ½ peat, a little Azalea and Camellia fertilizer—and plant your Azaleas, being careful not to plant them too deeply. The main thing is to give them sufficient water—and this is true at any season of the year you may plant.

\* \* \*

Q. With what should I spray to kill Aphids on my citrus trees?

A. Improved Isotox Garden Spray M will control these nicely—

\* \* \*

Q. What is the best control for Chinch Bugs in our lawn?

A. Use one pint of 25 percent DDT emulsion in 10 to 15 gallons of water and use this on 1,000 square feet of lawn area.

\* \* \*

Q. Do you recommend fertilizing a lawn in July or August?

A. No. If the grass is tender and lush it is more inviting to worms and chinch bugs. We recommend fertilizer in late fall, January, and March or April—but none in summer.



# ROYALTY FOR YOUR GARDEN!



Incomparable royal purple flowers and lush velvety foliage—and TIBOUCHINA is easy to grow, too! Blooms all summer, and is choice plant for any garden!

**ONLY \$1.00 and up**

FLORIDA NURSERY AND LANDSCAPE CO.  
LEESBURG, OCALA, AND WINTER PARK, FLORIDA.

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# LANTANAS ADD COLOR ALL YEAR LONG!



- Easy to Grow
- Blooms All Year
- Wonderful for Planter Boxes, Shrubbery Border Facers or Ground Cover!
- Prefers Soil Rich in Humus, so for Maximum Bloom, Plant in Part Peat Mixed with Topsoil.

**LANTANA DELICATISSIMA**  
Bright shining green foliage and lovely lavender flowers borne in dense profusion. **ONLY 75c and up**

**LANTANA GOLD RUSH**  
Patented new trailing sub-shrub with countless clusters of bright yellow flowers and forest green foliage.

**Priced .....\$1.25 and up**



# WATCH THAT LAWN! IT'S "BUG TIME!"



**CHINCH BUGS**—Chinch bugs are the most common and prevalent insect on St. Augustine lawns. The adult is about 1/5 inch long with whitish wings that have a black spot in the center. The young are about 1/20 inch long, without wings and reddish in color with a light band around abdomen. The chinch bug is a sucking insect and causes the grass to turn yellow in patches and eventually will turn brown and die.



**SOD WEBWORMS**—The full grown worms are 3/4 to 1 inch long, slender light brown, and covered with fine hairs. Examination of lawns will show excreta of the worms, and webs between the grass stems. First signs of injury are areas of closely cropped grass and the webs can be detected in the sunlight before the dew dries.



**FALL ARMYWORMS**—The larvae when hatched are gray-green to dark brown, later becoming pale yellowish brown, then black. The fall armyworm has an inverted "V" on the head and has 4 prominent dots on the tail. Damage to lawns appear as a small burned out area, the area may appear ragged, as more of the foliage is stripped off. Grass may be killed in hot dry weather.

It's not necessary to lose your lawn if you get bugs; if you do, there are three reasons:

1. Failure to diagnose damage before a heavy population has developed.
2. Failure to treat promptly and to use sufficient quantities of insecticides.
3. Failure because of poor coverage and insufficient quantities. Unless you kill all insects in the lawn you have a nucleus from which a reinfestation can start rapidly.

**CALL OUR EXPERTS TO DIAGNOSE THE TROUBLE AND GIVE YOU AN ESTIMATE ON SPRAY NEEDED.**